

高职高专经管类专业精品系列教材

国 际 贸 易 专 业

外贸业务函电

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内 容 简 介

本教材采用情景模拟的编写方式,以一个大学毕业生在外贸公司学徒的过程为主线,以外贸业务员岗位技能为导向,以外贸业务处理为任务驱动方式,以师徒对话、沟通函电撰写为表现形式,设计外贸业务操作与英语函电内容。共包括外贸业务员岗位认知、国际贸易准备、寻找交易伙伴、探询建立贸易关系、交易磋商、签订合同、履行合同、解决贸易纠纷、跨境电子商务、互联网营销十个模块的内容,以满足国际贸易手段网络化和跨境电子商务发展对快速阅读大量互联网信息、在线营销和利用跨境电子商务平台进行国际贸易的能力要求。本教材既可作为外贸函电、跨境电子商务、互联网营销等专业课程的教材,也可作为相关从业人员自学的参考书。

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前言

改革开放以来,我国从封闭型的指令经济向以出口为导向的政府主导型经济转变,国际贸易的发展、外向型经济的繁荣促进了对国际贸易人才的需求,而外贸业务员又是整个国际贸易业务的龙头,是发展国际贸易、处理国际贸易业务的核心工作岗位。所谓龙头是指由外贸业务员通过市场营销、交易磋商达成国际贸易合同,启动整个企业国际贸易经营业务;所谓核心,是指企业其他的国际贸易业务,如出口货物采购、进口货物销售以及合同履行环节的货物运输保险、进出口商品检验、进出口货物通关等都是围绕着业务员洽谈达成的合同而展开的。所以外贸业务员是国际贸易课程需要培养的核心外贸业务人才。

外贸业务员的工作直接面对国外商人,除了具备国际贸易专业知识外,还要具备相应的英语沟通能力。因此,外贸英语函电成为国际商务类专业的一门重要课程。为了更好地满足职业教育学生技能掌握与外贸业务员培训的需要,我们以业务员岗位技能为核心,编写了这本《外贸业务函电》,用于国际贸易函电教材、外贸业务员、跨境电子商务经营人员、在线销售人员培训教材和大学生跨国零售自学。本书在内容编辑和结构上有以下五个特点。

1. 岗位导向

本书内容的组织以外贸业务员岗位技能为导向,选编相应的业务操作与英语函电内容。与其他相关书籍比较,没有单证内容(这是制单员的工作)、没有与物流企业、保险公司来往函电(这属于外贸服务岗位工作的内容,而且与运输公司、保险公司的联系也不用英语);而是增加了外贸业务员需要的工作岗位认知、市场开发、价格核算、电子商务等内容。

2. 与时俱进

20世纪90年代电子商务迅速普及,外贸领域是我国电子商务应用最早的领域之一,电子商务已成为外贸企业开拓国际市场、交易洽谈的重要手段。尤其是金融危机后,跨境电子商务成为我国外贸的增长点。2001年,我国外贸增速为6.2%,而跨境电子商务增速为33%。仅在浙

江小商品交易中心义乌市,跨境电子商务卖家就有 23 万家,2012 年,他们在阿里巴巴速卖通的交易额增长了 400%,在敦煌网上的交易额增长 45%。互联网营销、在线销售成为外贸企业、出口加工企业国际电子商务应用的新阶段。因此,本书第一次把互联网营销、跨境电子商务作为外贸业务员必须掌握的知识纳入业务训练,以满足电子商务时代外贸业务员的工作要求。

3. 模块结构

为方便外贸业务员培训内容选择和职业教育职业能力分解与考核,本书按外贸业务流程的逻辑顺序分为业务员工作内容认知、国际贸易准备、寻找交易伙伴、建立贸易关系、达成合同、签订合同、履行合同、解决贸易纠纷、跨境电子商务、互联网营销十个训练模块。各个模块训练内容自成体系,可单独培训或讲授;十个模块按顺序又一一连接,构成了外贸业务员全部工作内容的训练。

4. 任务驱动

每个模块按业务员岗位的工作分为若干个任务,由任务驱动安排学习与训练内容。外贸业务员工作的特点是大部分工作、主要工作都是通过英文沟通来处理的,本书的内容把业务操作与英语学习结合起来。传统国际贸易往来大多是通过函电进行的,而跨境电子商务需要用英语进行在线即时沟通,英语口语在电子商务时代越来越重要。本书编写采用对话的形式,同时训练学习者的函电写作与英语口语交流的能力。

5. 情景模拟

本书的编写贯穿着一个高职毕业生在一个出口型生产企业外贸业务员岗位上作为学徒的成长过程,并模拟真实的国际贸易业务,有利于学习者由浅入深、由点到面,掌握外贸业务员岗位的知识和技能,使操作训练与工作岗位接轨。同时,通过情景设计、人物对话将人文教育有机地融入知识教学中,让学习者在掌握业务技能的同时,提升自己的综合素质,这也是国际贸易对从业人员的基本要求。

本书由天津滨海职业学院李金林、安新县佃利进出口贸易有限公司田静共同设计,是校企合作的结晶。田静有多年国际贸易、跨境电子商务、互联网营销的管理和工作经验,对教材的结构、内容安排提出了宝贵的建议,并编写了任务 9-1 和 10-1,审核了模块一、二、九、十的初稿(这四个模块是本书第一次编写的教学内容);李金林负责模块九、十的编写和整个教材的定稿;赵哲负责模块一、三的编写和教材的统稿;王琳负责模块二、五的编写和教材习题的统一审定;陈庶平负责模块三的编写和模块七的审核;高菲负责模块七的编写和模块六的审核;刘秀芹负责模块八的编写和模块七的审核;王砚侠负责模块六的编写和模块三的审核;任务 3-1、3-2、9-4 由王爽编写;任务 6-1、8-1、9-6 由孟恬编写;任务 5-1、5-4、9-7 由翟玲编写。书中疏漏与错误之处,敬请广大老师、读者指出,以便日后完善。期待着老师们、读者朋友的垂询与赐教(联系方式:351152535@qq.com)!

李金林

2015 年 11 月

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Training Module 1

Getting to Know the Job

Task 1-1 Going into Training

Long: My name is Long, Flying Long. I have just been employed by Baiyang Minilake Footware Co., Ltd. and got registered yesterday. The offered post is foreign trade business clerk. It satisfies me very much, for I majored in international trade when I was in Tianjin Costal Professional College, and I'm desirous to be an FTBC. To take advantage of business trip abroad, I would probably visit exotic places, historic sites and beautiful scenery, meet and associate with friends all over the world.... What a fascinating post!

This is the first day for me to come to work. It's only 7:30, 30 minutes before our business time. My office is over there. Oh, Mr. Ocean White, my supervisor to be, has already been in the office, sitting in his chair.

Long: Good morning, Mr. White!

White: Good morning, Xiao Long.

Long: I thought I came to work too early, and didn't expect you had come earlier.

White: Neither did I.

Long: (Smiles) Mr. White, I'm honorable to be your apprentice and work under your guidance. Ms. Willow, the head of the manager's office, told me that you had already arranged the training courses for my apprenticeship and I was wondering what the courses are.

White: Indeed I have been considering how to arrange your training courses and they have not been finalized yet. And I don't think it is advisable for you to wait. How about starting with getting to know your job today?

Long: Absolutely. I'm at your disposal.

White: Before beginning to deal with foreign trade business, I think you should know something about your job, for example, the duties an FTBC should take, the requirements

for your work, and so on. And then, I'll try to fix your training courses with you. How do you think of it?

Long: It is very thoughtful of you. I'll completely obey your arrangements and do whatever you ask me.

White: Keep in mind that no man is his craft's master the first day. What you need to know as an FTBC is much more than I can offer you. My help to you might be only a few tips...

Long: You are too modest, Mr. White. I have been told that you are knowledgeable with abundant foreign trade experience and well known in the business world. May I say that your modesty makes me somewhat uneasy?

White: Take it easy. I was not modest. It is indeed the fact that there is a gap between what you want to learn from me and what I'm able to teach you, for the world has been changing quickly during the last few decades. Take E-commerce as an example, I believe you know and can do more than I. There is no doubt indigo blue is extracted from the indigo plant but is bluer than the plant it comes from.

Long: What you said sounds right and it's difficult for me to convince you. I appreciate your kindness and encouragement. But I still feel you are over modest. I'm your apprentice after all.

White: So what? Every one is equal as man. I'd like to treat people as my brother or sister irrespective of their ages, positions, nationalities ..., etc. The apprentice makes no difference.

Long: I seem to understand a little. The way you showed is not modesty. Precisely it is hu, hu,... humility. Is it right?

White: I hope it's right. Humility, which has reformed my character, is the common sense of English world. Pay attention to the matter when dealing with foreign partners especially from English countries.

I'm pleased to hear the word humility from you and I believe you are a follower of it. And I hope you will be a skillful foreign trade man sooner. It's a wonderful day when the Minilake will not be large and deep enough for the dragon's growing...

Long (puzzled) : Dragon?

White: Yes, Long, Flying Long!

Long (Smiles understandingly) : The Minilake has become the great ocean for me because of you!

White: OK, let's have a break, and then we'll start your training...

Long: I'm eager to know my job!

Task 1-2 Having a View of Foreign Trade Business

Long: After having taken a rest for a little while, I come back and sit down in my chair

opposite to my supervisor. Mr. White is reading something.

You are fond of reading, aren't you, Mr. White?

White: I'm reading a book called INTERNATIONAL E-COMMERCE, written by Luis Murillo, a professor of McLaren School of Business, University of San Francisco. As the old saying goes, it is never too late to learn. E-commerce is a new pattern of operation, and some have even called it a commercial revolution. I have to try to catch up with you young people, to know electronic business as much as you.

Now, it's time for us to get down to our business. To know your job, let's have a view of foreign trade business, so that you can get familiar with the whole business step by step and the interrelations between correlative steps. Would you please briefly summarize the foreign trade transaction process?

Long: I'll try. From what I remember, the overall process consists of the following consecutive steps:

1. Market research;
2. Looking for foreign suppliers or buyers;
3. Negotiating with foreign partners;
4. Signing the contract if having stricken a deal;
5. Applying for license to governmental authority;
6. Delivery and payment. This also includes effecting transport insurance, applying for commodity inspection, clearing customs, etc. ; And if necessary, there is another step.
7. Claim and settlement.

White: That much is true, you learned very well. May you tell me how to do market research concretely? Say, we want to export our shoes, how do you do that?

Long: First, design a questionnaire to inquire foreign consumers' personal information, preferable styles, acceptable prices, etc. Then send out the questionnaires by email or personally; thirdly, collect them, summarize and analyze the investigation results. At last, draw up and submit a research report.

White: Practically market research has become a highly specialized trade. The work we do at most, as a trade clerk, is to collect market information, from say Internet, publications, trade fairs, etc. Moreover, in today's global economy, the manufacture is planned and arranged almost by multinational companies. We are at the low end of international supply chains. Most of our exporting products are made according to direct orders from abroad instead of market research. It is better that the first step MARKET RESEARCH be replaced with PREPARATIONS, which contain getting some market information and other work.

Besides, there is much foreign trade business dealt with not by ourselves. For credit investigation, litigation, collecting receivable and dun stagnant debts and bad debts, specialized companies can supply valuable and professional service. We should concentrate our business on commerce.

Long: And leave the business arising from commerce to relative service providers? Is it the duty of an FTBC to discuss for import and export contracts?

White: The duty varies with different companies. I'll tell you more about this in the afternoon. But anyway, discussing contracts is the fundamental duty of a foreign trade clerk no matter what corporation one works for. Making deals and fulfilling the contracts are the key business for a firm, especially a trading one. A company runs in vain without contracts, so the clerk's work is vital to an enterprise. Because you have taken the most important post in our corporation, your duty is heavy. Of course, more reward you will get.

Long: Both favorable and unfavorable, of course?

White: What an intelligent fellow!

Task 1-3 Duties of a Foreign Trade Business Clerk

Long: I'm pleased to know my post is very important and feel somewhat nervous. Being anxious to know my duties exactly, I come to work early and look forward to my supervisor's descriptions and explanations.

White: Would you please tell me the fundamental business of a foreign trade clerk?

Long: To negotiate contracts for striking deals. What about the other foreign trade business?

White: Generally speaking, the smaller a firm, the heavier the duty of a trade clerk. I retired from a large state owned import and export corporation which has an elaborate division of labor. There are mainly 4 posts related directly to the foreign trade business. They are:

1. Documentary clerk: The one on this post takes charge of making shipping documents. This is a technical post, and a senior salesman is usually qualified for the post, for making documents involves much knowledge of foreign trade business and needs one's good command of English.
2. Purchase assistant: The post is called assistant, because it can be regarded as an assistant of the foreign trade clerk. Taking this post, one is responsible to purchase, take delivery of, and inspect the products to be exported in accordance with the requirements given by the FTC so that the export contract will be fulfilled duly.
3. Shipping assistant: Exporting products as a main procedure of fulfilling contracts is largely the duty of shipping assistant, including booking space, arranging domestic transport, effecting insurance, payment or collecting payment, inspection application, Customs clearance and applying for licenses, as well as all the formalities enforced by the government authorities. Of course, the FTC must put forward shipping requirements to the SA according to the contract or foreign partner's requests, and is responsible to coordinate closely with the foreign customers for the shipping process.

4. Foreign trade clerk: His daily work is to deal with correspondences, initiate to write to foreign customers or reply to their letters, faxes, emails for discussing new contracts or exchanging information on commercial business and fulfilling the signed contracts.

Working in this kind of corporation, the FTC's duty is comparatively light. Because he needn't collect market information, seek new customers, or calculate export price based on cost and profit. All he should do is simply to offer, counteroffer, sign contract, and do those in the shipping process mentioned above.

Long: In such corporations, the duty of the FTC is confined to a small limitation, one can unlikely get overall training.

White: You are right. While if you want to be able to do more, in other words, to be a senior FTC, you must also be capable for the following business:

1. To make documents: The senior FTC needn't make shipping documents though, he must be able to check them to make sure that the made-out documents are in conformity with the contract and/ or with the relative L/C. For the purpose, he should be able to supply guidance for documentary business and resolve problems arising from document discrepancy.

2. To expand business: To expand business to new products, new costumers, or new markets, one should have good access to information and negotiation skills, including face-to-face negotiation skills. It means that he should be good at electronic business and participating trade fairs for exhibition and negotiation.

3. To resolve dispute with his counterparties arising from contractual negotiation and execution. It means he must be good at finding out where the problem is, what the liabilities are, a right way out and finally, making conciliation to the satisfaction of both parties.

In a large company, not everyone has the opportunity to become a senior FTC even if you are competent enough. For the SENIOR not only means ability but a wide range of experience accumulation as well. While in our corporation, all the foreign business needs to be handled by you. The documentary work and shipping assistant's work would be outsourced to the service providers, say, bankers, freight forwarding corporations though, you are responsible to make arrangements for this business. As a matter of fact, all the opportunities in foreign trade business are open for you as an FTBC in our corporation, the only thing remained is if you will grab them.

Long: I'll try my best. I wonder if you could tell me something about the requirements for my post and how I should do then.

White: Certainly. It's time for lunch now. Shall we continue in the afternoon?

Long: See you in the afternoon then!

White: See you!

foreign trade business. Take FTC as an example, it is regarded as the “head of the dragon”, from which you might understand the importance of the post of both FTC and FTBC completely. A corporation will not work without contract concluded with the efforts of the trade clerk, just as a dragon will not live without the head.

Long: You made me realize why my post is most important in our corporation. And the importance puts stricter requirements on me, I presume?

White: Naturally! Besides business knowledge, the requirements for you as an FTBC mainly include the following aspects.

1. Common sense: There is a saying in the western world, knowledge without common sense is folly! I think it's difficult to translate it exactly into Chinese. In my view, common sense means common values and common norms to some degree. In the commercial world, common values might be freedom of signing contract, i. e. the contract should be based on equality, mutual benefits and agreements. While common norms are the operating standards which must be strictly observed by the trade men in their business. This is, I think, the commercial civilization. There would be no good faith between the trade partners, no supply chain in commercial operation without common sense. To put it in a simple way, for example, one should never take advantage of his counterparts' clerical mistakes in correspondences, shipping documents, etc. .

2. Good manner: Always show your honesty, kindness, consideration and accommodating manners to your trade partners, your service providers, as well as your colleagues. This is the necessary quality for a successful business man, because it is helpful to cooperate in fulfilling your duty and expanding your business.

3. Working by heart: You are a college graduate. I suppose your college authority emphasizes operation much more than theory. Operation without the guidance of theory is blind, and will make your management in vain, even result in failure. To know how to work is not good enough. Learning to know how to work well is my second advice to you. Just think of how it would be, if you know the negotiating process very well and always seem busy in collecting information, offering, counter offering... but unable to strike a deal? So one should work by heart, to accumulate working experience and get keen market insight, communication skills, and so on.

4. E-commerce ability: Foreign trade today is conducted wholly or partly electronically in the E-era. Therefore, you have to be skilled to use the Internet to set up web-based office, collect information, communicate with your counterparts and service providers, and to operate office software.

5. Good command of English: With the popularization of Internet and the development of globalization, communication between countries and world citizens has been becoming more and more necessary and frequent. As U. S. president Obama's wife Michel said, “if you have an Internet connection in your home, school, or library, within seconds you can be transported anywhere in the world and meet people on every continent. ” “And that's really the

power of technology—how it can open up the entire world and expose us to the ideas and innovations we never could have imagined.” And English is the most popular language of communication all over the world. The traditional international trade is mostly carried out by means of English though, the FTC and FTBC must have a better command of English in listening, speaking, reading and writing to meet the requirements of commerce in the E-era.

(1) Speed-reading: English correspondence is an important means of communication, this is one of the skills you must master during your apprenticeship. But that's not enough, for we have to face the challenge of E-commerce. Not only must you read a few letters, faxes, mails, you have to browse the Internet to collect commercial information, especially that in English. Facing the massive information, you must have speed-reading ability—read quickly and get the main message you need.

(2) Immediate response: One of the advantages of E-commerce is speed, hence rapid response is required. You may reply to a letter in a few days, but the reply to e-mail or an online inquiry in two days will be considered illogical and unreasonable, even ruin the business. You will be unable to make quick response without good command of English. Not only must you reply letters, faxes, e-mails, but you have to respond to information from Internet, compose and issue your marketing information online.

(3) Online communication: Online communication is mainly conducted by means of keyboard and oral English. Traditionally, oral English is only used in face-to-face negotiations for large transactions, in trade fairs and exhibitions. While, the fair or exhibition can be held and have already been held online 365×24 hours a year and a lot of small and medium-sized enterprises, even individuals have engaged in cross-border E-commerce on the net, online or instant communication calls for your good oral English as a trade clerk, or an individual buyer or seller.

And so, to improve your oral English skill, I have been speaking with you in English instead of Mandarin since you entered our corporation.

Long: I beg your pardon...

White: (More slowly and clearly) Instead of Mandarin. There is only one kind of Chinese in writing, while there are many kinds of Chinese in speaking. Two of the spoken Chinese well known abroad are “广东话”, Cantonese and “普通话”, Mandarin, which comes from “满族官话”.

Long: I see.

White: It's well known that the English most of the students learn in China is called the dumb one. My third advice to you is to try to speak English whenever and wherever possible.

Long: I'll try.

White: Constant effort brings success, you know.

Task 1-5 Setting up Training Courses for the Apprentice

Long: Having my worries dismissed by my supervisor's kind words—constant effort brings success, I feel much more confident. At this very moment, I'm eager to know what courses my supervisor will arrange for me at last and what particular work he will hand me to do next.

Mr. White, I wonder if you think it's time now to fix my training courses?

White: Exactly, let me show it to you now. During your apprenticeship, you are asked to do the work and at the same time take the training courses as follows:

Preparing for foreign trade;

Seeking potential business partners;

Establishing business relationships;

Entering into sales contracts;

Signing a sales contract;

Fulfilling a contract;

Resolving disputes arising from foreign trade processes;

Cross-border E-commerce;

Internet marketing.

Is there any problem? (Pause) You don't agree?

Long: (Surprised) What? Oh, yes, I certainly agree.

White: You looked...worried for a moment.

Long: I was thinking if I would get a good grasp of all the contents you'll teach me. I mean I haven't taken any course for CBEC and Internet Marketing in my college...

White: Working is also a kind of learning. Well, now I'd like to point out that your training courses are based on our daily work. In this way your learning will benefit from operating. It means that while taking training courses, you need do and complete the work which comes from our corporation's export business as required.

Long: By whom will I be required?

White: Of course by me, your supervisor. I'll tell you how to do concretely when assign you a task. If there is anything you are not sure or in doubt, please tell me without hesitation. We will discuss together and cooperate to complete the work of our corporation's foreign trade.

Long: Alright. How long will this period take?

White: The general manager told me it's one year...

Long: May it be extended longer? I mean one year is not long enough for me to master so many operating skills you mentioned above.

White: While from my view, one year is too long for both you and me.

Our Corporation is a manufacturer. Having been exporting footwear for many years through foreign trade enterprises, it wants to sell the products to foreign market directly now. For that purpose, the export department has been set up and I've been employed to take care of the department no sooner than I retired from the state owned company. To tell you the truth, I want to do something I enjoy doing and don't want to continue working any longer. I'll try to help you to be able to deal with foreign trade business independently as soon as possible, in the hope that I leave here earlier. Besides, saplings will never grow up under a big tree. I mean you will not go further with a hand of mine for a long time. A good master is the one who ushers his apprentice to enter into the right stage, and let him perform independently then. Six months is long enough to tell you how to do and do it well and give you an overall training, how much you will have improved depends completely on yourself.

Long: Thank you for your kind and helpful words which will certainly benefit me much. Shall we begin preparing for foreign trade now!

White: (Looks at his watch) It's 3 o'clock now. We will get off work in 2 hours. Think of what I said twice, have a good rest, and let's begin your first training next Monday.

Task 1-6 Help Yourself

I. New words and phrases

apprenticeship *n.* 学徒身份, 学徒期

apprentice *n.* 学徒, 徒弟; *vt.* 学

accommodating *adj.* 随和的, 乐于助人的, 肯通融的

confine *vt.* 限制, 局限于, 禁闭, 管制; *n.* 界限, 范围

competent *adj.* 有能力的, 能胜任的, 能干的, 称职的, 足够的, 充足的

dun *n.* 讨债者, 催促者; *adj.* 微暗的, 暗褐色的; *vt.* 催讨

escort *n.* 陪同, 护航, 护航舰, 护送者; *vt.* 护送, 陪同, 为……护航

grasp *vt.* 抓住, 握紧, 领会, 理解

massive information 海量信息

outsource *vt.* 把……外包; *vi.* 外包

trace *n.* 痕迹, 踪迹; *vt.* 追踪, 查探, 描绘, 回溯; *vi.* 追溯, 沿路走

coordinate (closely) with 与……(密切)合作

draw up 起草, 撰写, 制订(计划), 确定(日程、议程等)

get a good grasp of 弄通

have a good grasp of 深刻了解, 学得扎实, 掌握得好

get down to 开始做, 着手处理, 认真考虑

get down to our business business 可指一切事情/事务, 此处可理解为开始工作——

进行外贸业务员工作岗位认知

keen market insight 敏锐的市场洞察力

stagnant debts and bad debts 呆账与坏账

take advantage of 利用

to take advantage of sb. 欺负,捉弄,占便宜

II. Useful expressions

Would you please briefly summarize the foreign trade transaction process? Would you please 是请求、询问对方比较客气的用法。

I wonder if you could tell me something...I wonder if 是请求、询问对方更为客气的用法。

I was wondering if you've made any plans for my work. I was wondering if 是请求、询问对方更为客气的用法,且口气比较犹豫。

So what? 那又怎么样? 是 If so what will... 的口语简略用法。

How about the other foreign trade business? How about...×××如何?

I'm at your disposal. 我完全听你安排。

Keep in mind that 记住。

I was keeping thinking if I'm qualified. To keep v. + ing 一直在……

The way I see it, it means common values, common norms to some degree. The way I see it 在我看来,用在表达自己的意见、看法之前,比较客气、谦虚。

I'd like to point out that your exercises are based on our daily work. I'd like to point out that 我想指出,我想说,用于表达某种看法、意见等。

Before I forget it, may I ask you a question? Before I forget it 表示事情重要,恐怕一会儿忘了。

III. Posts related to foreign trade business

Foreign trade/purchase/sales clerk: 外贸交易/采购/销售员,专业外贸公司分工较细,分别设立这些岗位。外贸交易员通常称为外贸员。

Order executing clerk: 外贸跟单员,小型外贸公司、出口加工企业通常设此岗位,负责处理除贸易洽谈在内的一切外贸业务。

Foreign trade business clerk (FTBC): 外贸业务员,负责处理一切国际贸易业务。在专业外贸公司通常称为“一条龙”,负责新商品开发;小型外贸公司、自营出口生产企业由于进出口业务量不大,通常只设一个此工作岗位,称为外贸业务员,也有的称为外贸专员。

Documentation clerk: 外贸制单员或外贸单证员。

Shipping assistant 报运员、Customs declaration clerk 报关员、Inspection declaration clerk 报检员:一般来说,除大型专业外贸公司因业务量有这三个工作岗位外,企业通常由报运员负责所有出口外勤工作,除报运、报关、报检外,还要办理保险、处理银行业务(取信用证、交单、议付)、外汇核销等。